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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

Proceeding	91177828
Party	Defendant Todd Meagher
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Date	12/21/2007
Attachments	MYSTORE Reply to SumJudg - FINAL.pdf (20 pages)(242260 bytes) Exhibit BB.pdf (51 pages)(1332496 bytes) Exhibit CC.pdf (2 pages)(38849 bytes)

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

SNOCAP, INC.,)	
Opposer,)	Opp. Nos. 91177827 & 91177828
v.)	Application. Serial Nos. 78853849
Todd Meagher.)	78853856
Applicant.)	

APPLICANT’S RESPONSE TO CROSS-MOTION FOR SUMMARY JUDGMENT
AND REPLY TO MOTION FOR SUMMARY JUDGMENT

Applicant Todd Meagher (“Applicant”) hereby replies and responds to Opposer’s Opposition to Applicant’s Motion for Summary Judgment or Alternatively to Compel Discovery, and Opposer’s Cross-Motion for Summary Judgment.¹

APPLICANT’S ALTERNATIVE MOTION TO COMPEL

Opposer cites no Board rule or controlling authority which prohibits consideration of Applicant’s Alternative Motion to Compel. Even if the Board were to suspend the proceedings herein effective as of the filing of the Motion for Summary Judgment, such a suspension would not affect the relevant discovery deadlines and lack of discovery responses from Opposer, which clearly occurred *prior* to the filing of any Motion for Summary Judgment.

Applicant’s alternative Motion to Compel relates solely to facts which occurred prior to the filing of the Motion for Summary Judgment. Opposer has not denied any of the facts or authorities cited in (A) Applicant’s alternative Motion to Compel or (B) the declaration of Erik M. Pelton attached to the original Motion.

Should the Motion to Compel be denied as untimely, Applicant will re-file the Motion immediately upon resumption of the discovery period – and because the Motion for Summary Judgment generally induces a suspension of the proceedings, no relevant facts will have

¹ Because Opposer has filed a cross-motion for summary judgment, Applicant files this brief as both a Reply and a Response addressing those issues which are common to the Motion for Summary Judgment and the Cross-Motion for Summary Judgment.

changed. Therefore, in the interests of expediency and conservation of Board resources, Applicant hereby requests that the Board (A) order Opposer to respond substantively now to the Motion to Compel or waive Opposer's objection to the Motion, and (B) consider the alternative Motion to Compel in connection with Applicant's Motion for Summary Judgment.

APPLICANT'S MOTION FOR SUMMARY JUDGMENT

1. Applicant's Motion for Summary Judgment is Not Premature.

Opposer has alleged that Applicant's Motion for Summary Judgment is premature due to Opposer's outstanding Motion to Strike. The issues raised in the Motion to Strike have no bearing on the issues presented in the Motion for Summary Judgment. Opposer has moved to strike from Applicant's Answer references to records of the USPTO and Applicant's assertion of affirmative defenses related to lack of standing, laches, estoppel, and acquiescence. Even if Opposer is successful in its Motion to Strike, Applicant would not be precluded from raising the issues presented in the Motion to Summary Judgment because they do not involve standing, laches, estoppel, and acquiescence.

Opposer has presented no substantive facts or legal authority which would bar the Motion for Summary Judgment while the Motion for Strike is still pending. Opposer has not alleged with any specificity how the outcome of the Motion to Strike would affect the Motion for Summary Judgment. A decision regarding the Motion to Strike may not be imminent given the Board's current docket backlog.

Opposer simultaneously argues that the Applicant's Motion for Summary Judgment is premature, but that Opposer's Cross-Motion for Summary Judgment is timely and should be granted. Opposer initiated these Oppositions to Applicant's marks, and now Opposer seeks to delay this proceeding in every possible way. Further delay will injure and prejudice Applicant's right to register and enforce Applicant's marks.

2. Opposer's Evidence Has Minimal Relevance and Probative Value

Opposer has attached to its Motion several categories of evidence, most of which is of little value in this proceeding as it does not refer to any use of Applicant's compound marks in a descriptive manner by a third party in connection with Applicant's services.

Opposer's "Category A" of evidence consists of a list of domain name addresses or titles. Such evidence is irrelevant to the issue before the board. Domain name registrations have repeatedly been determined not to be a trademark use. TMEP §1215.02(a). A mark composed of a domain name is registrable as a trademark or service mark only if it functions as a source identifier. *In re Eilberg*, 49 USPQ2d 1955 (TTAB 1998); TMEP §§ 1209.03(m), 1215 et seq. Category A of Opposer's Exhibits shows no use in commerce of a service mark or of a mark related to the issues presented in this proceeding, and little or no use of MYSTORE or MYSTORE.COM as a unitary compound term. The nature of the services in connection with each alleged use in Category A is absent from the record. As a result, Applicant's Exhibits A001 to A257 have little or no probative value regarding the issues presented in the pending motions.

Opposer's "Category B" of evidence consists of a listing of eBay store names or titles of webpages – the exact nature is not clear. Category B of Opposer's Exhibits shows no use in commerce of a service mark or of a mark related to the issues presented in this proceeding. Category B of Opposer's Exhibits shows little or no use of MYSTORE or MYSTORE.COM as a unitary compound term. The nature of the services or manner of each use in Category B is completely absent from the record. As a result, Applicant's Exhibits B001 to B010 have little or no probative value regarding the issues presented in the pending motions.

Opposer's "Category C" of evidence consists of a printout of Google search results. Category C of Opposer's Exhibits shows no use in commerce of a service mark or of a mark related to the issues presented in this proceeding. Category C of Opposer's Exhibits shows little

or no use of MYSTORE or MYSTORE.COM as a unitary compound term. “Category C” evidence does not show websites or third parties as they actually use a word or phrase and does not show what the services of the third parties are. The nature of the services or manner of each use in Category C is completely absent from the record. As a result, Applicant’s Exhibits C001 to C004 have little or no probative value regarding the issues presented in the pending motions.

Opposer’s “Category E” evidence does not appear to have relevance to the issues in this proceeding. There are no apparent uses of “MYSTORE” or “MYSTORE.COM” or even of “my store” on the large majority of Exhibits presented in Category E. A large number of the exhibits themselves appear to have part of the content blocked or removed and may not be an accurate representation of the materials. As a result, Applicant’s Exhibits E001 to E271 have little or no probative value regarding the issues presented in the pending motions.

Search result listings such as those contained in Categories A, B, and C of Opposer’s exhibits are of little probative value. Internet search results have little value “largely because insufficient text is available to determine the nature of the information and, thus, its relevance.” *In re Remacle*, 66 USPQ2d 1222 (TTAB 2002). See also TBMP § 1208.03 (2d ed. Rev. March 2004); *In re Fitch IBCA, Inc.*, 64 USPQ2d 1058 (TTAB 2002). Internet evidence does not necessarily reflect usage in the U.S., and a brief summary or listing of results has no context and limited or no probative value. *In re Bayer Aktiengesellschaft*, 488 F.3d 960, 82 USPQ2d 1828 (Fed. Cir. 2007); and *In re King Koil Licensing Co.*, 79 USPQ2d 1048 (TTAB 2006).

3. Opposer’s Presents No Evidence That Applicant’s Marks Are Descriptive For Applicant’s Services.

Opposer’s evidence does not demonstrate that Applicant’s marks are descriptive for Applicant’s services. The test for determining whether a mark is merely descriptive is whether it immediately conveys information concerning a quality, characteristic, function, ingredient,

attribute or feature of the product or service in connection with which it is used, or intended to be used. *In re Engineering Systems Corp.*, 2 USPQ2d 1075 (TTAB 1986); *In re Bright-Crest, Ltd.*, 204 USPQ 591 (TTAB 1979). Opposer's evidence does not demonstrate that MYSTORE or MYSTORE.COM immediately describes any ingredient, quality, characteristic, function, feature, purpose or use of the services specified in Applicant's applications.

Much of the evidence presented by Opposer is of little or no relevant value. See above. The large majority of Opposer's evidence is not relevant because it relates to "my xyz store" or "my store" as two separate words; Applicant's marks are composite terms presented without any spacing.

Opposer falsely and without authority claims "Applicant obviously agrees that variants in the form "MY XYZ STORE" are relevant to examples of "MY STORE" and "MYSTORE." Applicant disagrees. Applicant has never made such a statement. Applicant has submitted evidence of third party registrations for "MY XYZ STORE" because they are instructive for the present determination regarding Opposer's allegations of descriptiveness. The USPTO has repeatedly determined that "MY XYZ STORE" is not descriptive for services related to "XYZ." As a result, it is clear that MYSTORE and MYSTORE.COM are not descriptive.

Opposer on the one hand argues that Applicant's evidence of third party registrations for "MY XYZ STORE" has no relevance, and on the other hand purports to introduce evidence of third party usage of "MY XYZ STORE" in support of Opposer's position. Opposer has not objected to the form of Applicant's third party registration evidence, yet has noted that the entire record of the USPTO regarding each registration has not been submitted. The entire file history for each third party registration is public and Opposer may cite any relevant evidence in the file wrappers or USPTO records regarding the registrations. Furthermore, the Board rules do not require submission of the file wrappers of third party registrations for a final brief, much less for

a Motion of Summary Judgment.

The terms MYSTORE and MYSTORE.COM are composite marks. Composite marks, under the anti-dissection rule, must be reviewed by looking at them as a whole. “The commercial impression of a trademark is derived from it as a whole, not from its elements separated and considered in detail. For this reason it should be considered in its entirety.” *Estate of P.D. Beckwith, Inc. v. Commissioner of Patents*, 252 U.S. 538, 545-46, 64 L. Ed. 705, 40 S. Ct. 414 (1920).

Opposer’s own evidence demonstrates third parties attempting to use MY XYZ STORE or MY STORE XYZ as a service mark. This evidence demonstrates the capability of MYSTORE and MYSTORE.COM to function as non-descriptive service marks. See for example: MYSTORECREDIT (Applicant Exhibit D019), StartMyStore.com (Applicant Exhibit D021), My Store Maker (Applicant Exhibit D013), and ListMyStore (Applicant Exhibit D012).

Applicant does not deny that third parties may use the phrase “my store” in text in the description or explanation of a service, or in relation to an eBay store. Such uses do not demonstrate the descriptiveness of Applicant’s composite marks for Applicant’s applied for services.

Opposer states that the exhibits in Opposer’s Exhibit “Category D” show the “common, descriptive or generic use of these phrases.” Opposer disagrees; the evidence provided by Opposer in “Category D” shows that marks like Applicant’s frequently are used and perceived as service marks. None of these uses show any need by third parties to use MYSTORE or MYSTORE.COM in a descriptive manner.

Third party usage of the words “my store” in text on a web page in relation to their services does not establish that there is a competitive need for others to use the compound marks MYSTORE and MYSTORE.COM. In relation to applicant’s services, “Advertising and

information distribution services, namely, providing classified advertising space via a global computer network; promoting the goods and services of others over the Internet; providing on-line computer databases and on-line searchable databases featuring classified listings and want ads,” Applicant’s marks are suggestive.

Further evidence that “MY STORE” is not descriptive is contained in U.S. Registration No. 3319834 for “MI TIENDA” used in connection with “retail grocery store services.” See Exhibit CC. Registration No 3319834 contains the following translation statement: “The English Translation of the words “MI TEINDA” in the mark is “my store”. See Exhibit CC. This record clearly demonstrates, under the doctrine of foreign equivalents, that “MY STORE” is not descriptive for even retail store services.

Opposer has not objected to or contradicted to any of the authorities cited by Applicant. In addition, Opposer has not disputed any material facts presented in Applicant’s Motion. Applicant is entitled to judgment as a matter of law because its marks are not descriptive. As a result, summary judgment dismissing the Oppositions is appropriate.

4. “MY” is Not Descriptive

For a mark to be found descriptive, the entire mark must be found descriptive. TMEP § 1209 et seq. Even if the word “STORE” in Applicant’s marks were descriptive, because “MY” is not descriptive, and because applicant’s marks are compound marks, MYSTORE and MYSTORE.COM are not descriptive. It is clear from the records of the USPTO that the word “MY” in general is not descriptive.

The overwhelming evidence from third-party registrations shows that the USPTO in general does not consider the term “MY” to be descriptive. There are hundreds of records on the principal register containing “MY” without any disclaimer or claim of acquired distinctiveness. A sampling of the registered marks beginning with the term “MY” which were *not* found to be

descriptive is contained in the table attached as Exhibit AA: Table of Registrations Containing “MY” Without Finding of Descriptiveness and the corresponding registrations in Exhibit BB. These third-party registrations contained in Exhibits AA and BB clearly show the non-descriptiveness of the term “MY.”

Opposer has introduced no evidence demonstrating that the word “MY” is descriptive in relation to Applicant’s services. MYSTORE and MYSTORE.COM are compound marks coined by Applicant which have no plain meaning. The word “MY” does not describe any ingredient, quality, characteristic, function, feature, purpose or use of Applicant’s services. As a result, the marks of Applicant are not descriptive.

OPPOSER’S CROSS-MOTION FOR SUMMARY JUDGMENT

Each argument, statement, and Exhibit from Applicant in its original motion and its reply above is incorporated by reference as if stated fully herein. Applicant notes initially that if its Motion for Summary Judgment is premature, as alleged by Opposer and disputed by Applicant above, then Opposer’s Cross-Motion is also premature. Applicant also notes that Opposer’s allegation that there is no evidence of secondary meaning is irrelevant. Applicant’s mark is distinctive and no demonstration of acquired distinctiveness is needed.

It is a fundamental principal of trademark law that the descriptiveness of any mark must be considered in relation to the services. TMEP § 1209.01(b) states that:

To be refused registration on the Principal Register under §2(e)(1) of the Trademark Act, 15 U.S.C. §1052(e)(1), a mark must be merely descriptive or deceptively misdescriptive of the goods or services to which it relates. A mark is considered merely descriptive if it describes an ingredient, quality, characteristic, function, feature, purpose or use of the specified goods or services..

The determination of whether or not a mark is merely descriptive must be made in relation to the goods or services for which registration is sought, not in the abstract. This requires consideration of the context in which the mark is used or intended to be used in connection with those goods/services, and the possible significance that the mark would have to the average purchaser of the goods or services in the marketplace. The mark need not describe all the goods and services

identified, as long as it merely describes one of them. (“[T]he Trademark Office may require a disclaimer as a condition of registration if the mark is merely descriptive for at least one of the products or services involved.”) [CITATIONS OMITTED.]

Opposer’s Cross-Motion and evidence attached thereto is devoid of any analysis of Applicant’s mark in relation to Applicant’s services, namely: “Advertising and information distribution services, namely, providing classified advertising space via a global computer network; promoting the goods and services of others over the Internet; providing on-line computer databases and on-line searchable databases featuring classified listings and want ads.” The majority of evidence attached to Opposer’s Cross-Motion is from domain name registrations, Google search result listings, and eBay webpages. None Opposer’s evidence involves Applicant’s applied for services. The overwhelming majority of evidence presented by Opposer does not reference service mark usage and is not properly introduced because it is incomplete or merely listings without context. Opposer’s evidence has little or no weight regarding the issues before the board. Furthermore, little or none of the evidence produced by Opposer pertains to use of MYSTORE or MYSTORE.COM as a singular composite mark.

Opposer’s evidence relates to services which are different from those of Applicant. Operating an online store via eBay or another website is not the same as the services contained in Applicant’s applications. Opposer’s evidence does not show any competitive need to use MYSTORE or MYSTORE.COM as a singular composite mark in connection with the services of Applicant, namely “Advertising and information distribution services, namely, providing classified advertising space via a global computer network; promoting the goods and services of others over the Internet; providing on-line computer databases and on-line searchable databases featuring classified listings and want ads.”

Opposer erroneously refers to Applicant’s services as “providing... advertising space via a global computer network.” Opposer’s Response at pp. 14-15. Opposer omitted part of the

Opposition 91177827: Applicant’s Resp. to Motion for Sum. Judg. or Alternatively to Compel Discovery p. 9

description of Applicant's services as contained in the USPTO records, namely, the word "classified." The services in application Serial Numbers 78853849 and 78853856 are not retail or online store services.

Applicant's marks have been approved for registration following examination by the USPTO. Opposer bears the burden of demonstrating that Applicant's marks were approved erroneously. Opposer has failed to demonstrate any material issues of fact or that Applicant is not entitled to judgment as a matter of law. The great majority of Opposer's evidence of third party use (A) does not relate to Applicant's composite marks, (B) does not relate to Applicant's services, and (C) consists of internet listings provided without context or details. Opposer cannot show that "MY" is descriptive or that Applicant's composite marks are descriptive.

Opposer's Cross-Motion fails to address Opposer's own use of the MYSTORE mark which is not in a descriptive manner at all, but rather as a part of mark which may be infringing Applicant's mark.

CONCLUSION

Summary judgment should be granted where, as here, it is shown that there is no genuine issue of material fact, and the moving party is entitled to judgment as a matter of law. Federal Rule of Civil Procedure ("FRCP"), Rule 56(c). The test for determining whether a mark is *merely* descriptive is whether it immediately conveys information concerning a quality, characteristic, function, ingredient, attribute or feature of the product or service in connection with which it is used. *In re Abcor Development Corp.*, 588 F.2d 811 (CCPA 1978); TMEP §1209.01(b),

Applicant's mark, as a whole, is a compound term and a composite mark. Applicant's mark, as a whole, does not have a descriptive meaning in relation to Applicant's services. Applicant's mark, as a whole, does not describe any ingredient, quality, characteristic, function,

feature, purpose or use of the specified goods or services. There is no competitive need by Opposer or by any other party to use the compound term MYSTORE descriptively.

Opposer has not demonstrated any genuine issue of material fact. Applicant's mark, Applicant's services, and the records of the U.S.P.T.O. regarding other current registrations are all established irrefutable facts. Because there is no genuine issue of material fact and Applicant's MYSTORE mark is neither descriptive nor generic, summary judgment dismissing the Opposition is warranted in this case.

WHEREFORE, Applicant respectfully requests that the Board grant Applicant's Motions for Summary Judgment, deny Opposer's Cross-Motion, and permit registration of Applicants marks.

WHEREFORE, Applicant is willing to attend an oral argument regarding the pending Motion if the Board deems such an argument useful.

Dated this 21st day of December, 2007

/ErikMPelton/
Erik M. Pelton, Esq.
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Enclosures:

Exhibit AA: Table of Registrations Containing "MY" Without Finding of Descriptiveness
Exhibit BB: USPTO Registration Nos. 1845756, 1845760, 2334056, 2513012, 2303948, 2319201, 2847636, 2894032, 2659946, 2489987, 2812013, 2442209, 2442210, 2491376, , 2678586, 2820123, 2484663, 2929084, 2557907, 2546051, 2435287, 2611501, 2498064, 2743129, 2612288, 2977593, 3250218, 3281852, 3351558, 2769152, 3006341, 2815830, 2849621, 3039976, 3039977, 2983124, 2983125, 3014106, 3160075, 3160157, 3276507, 3147871, 3226788, 3112021, 3282527, 3224308, 3215479, 3339894, 3340028, and 3268312

CERTIFICATE OF SERVICE

I hereby certify that on December 21, 2007, the APPLICANT'S RESPONSE TO CROSS-MOTION FOR SUMMARY JUDGMENT AND REPLY TO MOTION FOR SUMMARY JUDGMENT was served on counsel for Opposer attorney, sent by First Class Mail postage prepaid to the following address:


Martin R. Greenstein
TechMark a Law Corporation
4820 Harwood Road, 2nd Floor
San Jose, CA 95124-5273

/ErikMPelton/

Erik M. Pelton, Esq.

EXHIBIT AA



Table of Registrations Containing “MY” Without Finding of Descriptiveness


<i>Reg. No.</i>	<i>Mark</i>	<i>Image</i>	<i>Goods/Services</i>
1845756	MY FIRST FOOTBALL		plush toys
1845760	MY FIRST BASEBALL		plush toys
2303948	MYPARTSHOP.COM	MYPARTSHOP.COM	PROVIDING INFORMATION REGARDING THE LOCATION OF USED VEHICLE PARTS BY MEANS OF A COMPUTER NETWORK
2319201	MY GAME		T-shirts, sweat shirts, sweat pants, polo shirts, caps, visors, shorts, jackets
2334056	MY BUSINESS CARDS	MY BUSINESS CARDS	computer program with graphics capability for creating and designing business cards
2435287	MYCATTLE.COM	MYCATTLE.COM	Providing online news and information pertaining to the cattle industry via a global computer network
2442209	MY BASEBALL DAILY	MY BASEBALL DAILY	computer services, namely providing on-line newsletter in the field of sports
2442210	MY FOOTBALL DAILY	MY FOOTBALL DAILY	computer services, namely, providing on-line newsletter in the field of sports
2484663	MYPLANT.COM	MYPLANT.COM	Providing a web site featuring information in the field of plant automation, consultation providers, plant automation controls and plant automation engineering and design; consultation services in the field of industrial plant automation, operator certification, environmental plant monitoring and plant engineering project management
2489987	MY BABY DOLL	MY BABY DOLL	clothing, namely shorts and shirts

2491376	MY SCHOOL ONLINE.COM	MY SCHOOL ONLINE . COM	EDUCATIONAL SERVICES, NAMELY, PROVIDING ON-LINE INTERACTIVE EDUCATIONAL INFORMATION IN THE FIELDS OF CHILD DEVELOPMENT AND EDUCATION HOSTING THE WEB SITES OF OTHERS ON A GLOBAL COMPUTER NETWORK
2498064	MY HEADSETS.COM	MY HEADSETS.COM	Computerized on-line retail and wholesale stores featuring telephone headsets and amplifiers
2513012	MY FLOWER SHOP		ON-LINE RETAIL STORE SERVICES, AVAILABLE THROUGH A WEB SITE, FEATURING PLANTS, FLOWERS, BALLOONS AND GIFT BASKETS
2546051	MY CART	MY CART	Providing temporary use of on-line non-downloadable software for performing, processing and/or managing electronic business transactions and/or payments via a global computer network and providing temporary use of on-line non-downloadable software for developing and/or implementing web sites
2557907	MY CART	MY CART	Electronic processing and transmission of payment data via a global computer network Computer consultation for electronic processing and transmitting of payment data; computer consultation for implementing electronic processing and transmitting of payment data; and computer consultation for development and implementation of web sites
2611501	MY INTERNET.COM	MY INTERNET.COM	E-mail forwarding services and website forwarding services Domain Name Registration services
2612288	MY WEB HOST	MY WEB HOST	Hosting a web site for others on a computer server for a global computer network; computer services, namely, creating and maintaining web sites of others
2659946	MY RECRUITER.COM	MY RECRUITER.COM	GENERAL EMPLOYMENT RECRUITING SERVICES AND ON-LINE EMPLOYMENT RECRUITING SERVICES

2678586	MYSIGNSHOP	MYSIGNSHOP	Application services provider featuring software that allows third parties to create and publish signs, labels and promotional and informational content; providing content, namely, pictures, icons, clip art, and text for use in desktop publishing, signage, labels, promotional and informational materials and retail operations via the global computer network; providing informational materials regarding desktop publishing, signage, and labels via the global computer network; website development and hosting services for others
2743129	MYFREECALENDAR.COM	MYFREECALENDAR.COM	REMINDER SERVICES, NAMELY, KEEPING TRACK OF DATES AND EVENTS FOR OTHERS VIA A GLOBAL COMPUTER NETWORK
2769152	MYCREDITUNION.COM		Financial services, namely savings and loan services; savings and loan associations; savings bank services; and loan financing

2812013	MYCATALOG.COM	MYCATALOG.COM	CONSULTATION IN THE FIELD OF ADVERTISING AND MARKETING GOODS AND SERVICES ONLINE; AND, DEMOGRAPHIC CONSULTATION PROVIDING MULTIPLE USER ACCESS TO A GLOBAL COMPUTER NETWORK COMPUTER SERVICES, NAMELY, CREATING, DESIGNING, IMPLEMENTING AND MAINTAINING WEBSITES FOR OTHERS; ONLINE REMINDER AND CALENDARING SERVICES FOR NOTIFYING SUBSCRIBERS OF SELECTED DATES BY ELECTRONIC MAIL AND PAGER; HOSTING THE WEBSITES OF OTHERS ON A COMPUTER SERVER FOR A GLOBAL COMPUTER INFORMATION NETWORK, INCLUDING WEBSITES WHICH DISPLAY CATALOGS; REGISTRATION OF DOMAIN NAMES FOR IDENTIFICATION OF USERS ON A GLOBAL COMPUTER NETWORK; OPERATING A COMPUTER SEARCH ENGINE DESIGNED TO SEARCH THE CATALOGS OF SUBSCRIBER COMPANIES ON A COMPUTER SERVER ACCESSIBLE BY OTHERS ON A GLOBAL COMPUTER INFORMATION NETWORK; CONSULTATION AND TECHNICAL ASSISTANCE IN THE FIELD OF DESIGNING, CREATING, HOSTING, MAINTAINING, OPERATING, AND MANAGING ONLINE WEBSITES FOR OTHERS, AND PROVIDING SEARCH ENGINES FOR THE SEARCH AND RETRIEVAL OF INFORMATION, SITES AND OTHER RESOURCES FOR OTHERS ON A GLOBAL COMPUTER NETWORK
2815830	MY BALLS		Golf balls
2820123	MYSIGNSHOP	MYSIGNSHOP	ONLINE RETAIL STORE FEATURING SIGN PRODUCTS, SIGN STOCK, SIGN MATERIALS, PRINTERS AND PRINTING SUPPLIES, AND PRODUCTS FOR USE IN RETAIL OPERATIONS
2847636	MYMEDICALFILES		PROVIDING AN ONLINE COMPUTER DATABASE FEATURING PERSONAL MEDICAL HISTORIES, RECORDS AND FILES

2849621	MY LAS VEGAS.COM		Travel information services about Las Vegas
2894032	MYBILLS.COM		FINANCIAL SERVICES PERFORMED BY ELECTRONIC MEANS AND ACCESSED THROUGH A GLOBAL COMMUNICATIONS NETWORK, NAMELY, ELECTRONIC FUNDS TRANSFER SERVICES; ELECTRONIC BILL PAYMENT; ELECTRONIC PROCESSING AND TRANSMISSION OF BILLING AND PAYMENT DATA
2929084	MYDOLL		SOFT TOYS, DOLLS, DOLL CLOTHING AND DOLL ACCESSORIES, TOY FURNITURE, NAMELY, BED, CHAIR, CHEST, CHIFFOROB, TABLE, WARDROBE, AND VANITY
2977593	MYAUTOLOAN.COM	MYAUTOLOAN.COM	Providing a motor vehicle shoppers' guide via the Internet Providing motor vehicle financing information via the Internet
2983124	MYNEIGHBORHOOD HOMEVALUES	MyNeighborhood HomeValues	Real estate brokerage services for residential and commercial real estate
2983125	MYNEIGHBORHOOD HOME VALUES	MyNeighborhood Home Values	Real estate brokerage services for residential and commercial real estate
3006341	MYCHURCH SOFTWARE		computer software namely software for databasing members of an organization
3014106	MY HOUSE	MY HOUSE	MAGAZINES IN THE FIELD OF RESIDENTIAL DESIGN, CONSTRUCTION AND REMODELING
3039976	MY WEB SEARCH		Downloadable Internet browser plug-ins and client server applications in the nature of multi-function tool bar plug-ins Providing customized on-line Web pages featuring user-defined information, which includes search engines and on-line Web links to other Web sites

3039977	MYWEBSEARCH		Downloadable Internet browser plug-ins and client server applications in the nature of multi-function tool bar plug-ins Providing customized on-line Web pages featuring user-defined information, which includes search engines and on-line Web links to other Web sites
3112021	MYWEDDING.COM		Providing information about the goods and services of others via the global computer network
3147871	MY CAR WASH		Vehicle washing services
3160075	MY CLASSIC CAR		entertainment and informational services rendered through the medium of television, namely, an on-going program featuring vintage, classic and special interest automobiles; production of television programs directed to automotive ownership and care; providing information via a website in the form of articles, editorials, news reports, photos and games all directed to automotive ownership and care
3160157	MY CLASSIC CAR		Entertainment and informational services rendered through the medium of television, namely, an on-going program featuring vintage, classic and special interest automobiles; production of television programs directed to automotive ownership and care; providing information via a website in the form of articles, editorials, news reports, photos and games all directed to automotive ownership and care

3215479	MYSportsBook.COM	MYSportsBook.COM	Financial services rendered in connection with betting, gambling, gaming, and casino gaming services via the Internet, namely, cash access services in the nature of electronic cash transactions and cash disbursement services, namely, cash replacement rendered by credit cards and debit cards, credit card services, check cashing and automated clearing house services Entertainment services, namely, organizing, conducting and providing online and wireless gaming services via the Internet; providing gaming news and information via the Internet; betting services; gambling services; gaming services; casino gaming services; providing online services to others to enable participants to wager on sporting events; Internet wagering services; and providing websites for wagering
3224308	MYSoftware	MYSoftware	computer software for use in the field of business and personal productivity; computer software for preparing financial budgets, maintaining general accounting ledgers, managing accounts receivable, accounts payable, employee timesheets, and payroll; computer software for generating and printing checks, invoices, estimates, and purchase orders; computer software for monitoring and recording product inventory, tracking cash flow, scheduling and tracking payment of bills, tracking customer invoices and debt collection letters, calculating interest and late payment fees, creating and printing custom financial reports, calculating taxes, and balancing bank accounts; computer software for designing and printing labels and barcodes; computer software for designing and printing business cards; computer database software for storing, sharing and organizing information; computer software for creating customizable information databases and for generating reports; computer software for creating searchable databases of information and data; computer software for design, layout and publishing of brochures, newspapers, newsletters, postcards and printed materials; instruction manuals supplied as a unit with the foregoing

3226788	MY WEB	My Web	browsers, namely, software for browsing the global computer network and secure private networks, and software programs to connect computers to the global computer network and to secure private networks
3250218	MY POSTCARD MAKER	MY POSTCARD MAKER	Photographic computer imaging; design printing for others Providing temporary use of online non-downloadable web browser-based computer software for uploading and digital enhancement of photographic images and for designing and printing original works of art
3268312	MY TOWNHOME		Real estate brokerage
3276507	MY GAMES	MY GAMES	Video and computer game player machines for use with televisions and computers; computer and video game controllers; computer software for playing video and computer games; operating system software programs and utility programs for use with the above referenced machines; user manuals therefor sold as a unit therewith
3281852	MY SHOP PAGE	My Shop Page	Providing information about and making referrals in the field of consumer products and services for retail services concerning products, services, events, activities, attractions and facilities in particular geographic locations
3282527	MYCAFETERIAPLAN.COM		Administration of employee benefit plans
3339894	MYBALLOT	myBallot	providing online non-downloadable software for the administration and management of polling, balloting and voting functions in the field of developing global industry standards
3340028	MYHUMOR.COM	MYHUMOR.COM	Entertainment services, namely, providing an internet website featuring news, audio and video, articles about humor and comedy, and entertainment and general interest information about humor and comedy Designing and implementing personalized web pages in the field of comedy
3351558	MYPAYDAYLOAN.COM	Mypaydayloan.com	Check cashing, check advances, payday loans

Exhibit BB

USPTO Registration Nos. 1845756, 1845760, 2334056, 2513012, 2303948, 2319201, 2847636, 2894032, 2659946, 2489987, 2812013, 2442209, 2442210, 2491376, , 2678586, 2820123, 2484663, 2929084, 2557907, 2546051, 2435287, 2611501, 2498064, 2743129, 2612288, 2977593, 3250218, 3281852, 3351558, 2769152, 3006341, 2815830, 2849621, 3039976, 3039977, 2983124, 2983125, 3014106, 3160075, 3160157, 3276507, 3147871, 3226788, 3112021, 3282527, 3224308, 3215479, 3339894, 3340028, and 3268312.

Int. Cl.: 28

Prior U.S. Cl.: 22

Reg. No. 1,845,756

United States Patent and Trademark Office Registered July 19, 1994

**TRADEMARK
PRINCIPAL REGISTER**

MY FIRST FOOTBALL

BANTAM COLLECTIONS INC. (NEW YORK
CORPORATION)
131 WEST 33RD STREET
NEW YORK, NY 10001

NO CLAIM IS MADE TO THE EXCLUSIVE
RIGHT TO USE "FOOTBALL", APART FROM
THE MARK AS SHOWN.

FOR: PLUSH TOYS, IN CLASS 28 (U.S. CL.
22).

SER. NO. 74-436,225, FILED 9-16-1993.

FIRST USE 1-1-1990; IN COMMERCE
1-1-1990.

JEFFREY SMITH, EXAMINING ATTORNEY

Int. Cl.: 28

Prior U.S. Cl.: 22

United States Patent and Trademark Office

Reg. No. 1,845,760

Registered July 19, 1994

**TRADEMARK
PRINCIPAL REGISTER**

MY FIRST BASEBALL

**BANTAM COLLECTIONS INC. (NEW YORK
CORPORATION)
131 WEST 33RD STREET
NEW YORK, NY 10001**

**NO CLAIM IS MADE TO THE EXCLUSIVE
RIGHT TO USE "BASEBALL", APART FROM
THE MARK AS SHOWN.**

**FOR: PLUSH TOYS, IN CLASS 28 (U.S. CL.
22).**

SER. NO. 74-437,127, FILED 9-16-1993.

**FIRST USE 11-24-1992; IN COMMERCE
11-24-1992.**

JEFFREY SMITH, EXAMINING ATTORNEY

Int. Cl.: 9

Prior U.S. Cls.: 21, 23, 26, 36 and 38

Reg. No. 2,334,056

United States Patent and Trademark Office

Registered Mar. 28, 2000

**TRADEMARK
PRINCIPAL REGISTER**

MY BUSINESS CARDS

**MYSOFTWARE COMPANY (CALIFORNIA
CORPORATION)
2197 EAST BAYSHORE ROAD
PALO ALTO, CA 94303**

**FOR: COMPUTER PROGRAM WITH GRAPH-
ICS CAPABILITY FOR CREATING AND DE-
SIGNING BUSINESS CARDS, IN CLASS 9 (U.S.
CLS. 21, 23, 26, 36 AND 38).**

**FIRST USE 4-27-1995; IN COMMERCE
4-27-1995.**

**OWNER OF U.S. REG. NOS. 1,840,409, 1,842,809
AND OTHERS.**

**NO CLAIM IS MADE TO THE EXCLUSIVE
RIGHT TO USE "BUSINESS CARDS", APART
FROM THE MARK AS SHOWN.**

SER. NO. 74-682,614, FILED 5-31-1995.

STACEY JOHNSON, EXAMINING ATTORNEY

Int. Cl.: 35

Prior U.S. Cls.: 100, 101, and 102

Reg. No. 2,513,012

United States Patent and Trademark Office

Registered Nov. 27, 2001

**SERVICE MARK
PRINCIPAL REGISTER**

MY FLOWER SHOP

MARKETING PROJECTS, INC. (CALIFORNIA
CORPORATION), DBA M PROJECTS,
2899 AGOURA ROAD, SUITE 555
WESTLAKE VILLAGE, CA 91361

NO CLAIM IS MADE TO THE EXCLUSIVE
RIGHT TO USE "FLOWER SHOP", APART FROM
THE MARK AS SHOWN.

FOR: ON-LINE RETAIL STORE SERVICES,
AVAILABLE THROUGH A WEB SITE, FEATURING
PLANTS, FLOWERS, BALLOONS AND GIFT BAS-
KETS, IN CLASS 35 (U.S. CLS. 100, 101 AND 102).

SN 75-505,466, FILED 6-19-1998.

FIRST USE 11-16-1998; IN COMMERCE 1-15-1999.

LAURA KOVAISKY, EXAMINING ATTORNEY

Int. Cl.: 35

Prior U.S. Cls.: 100, 101 and 102

Reg. No. 2,303,948

United States Patent and Trademark Office

Registered Dec. 28, 1999

**SERVICE MARK
PRINCIPAL REGISTER**

MYPARTSHOP.COM

**AUTOMATIC DATA PROCESSING, INC.
(DELAWARE CORPORATION)
ONE ADP BOULEVARD
ROSELAND, NJ 07068**

**FOR: PROVIDING INFORMATION REGARD-
ING THE LOCATION OF USED VEHICLE
PARTS BY MEANS OF A COMPUTER NET-**

**WORK, IN CLASS 35 (U.S. CLS. 100, 101 AND
102).**

**FIRST USE 5-28-1998; IN COMMERCE
5-28-1998.**

SER. NO. 75-558,513, FILED 9-24-1998.

LORI STOCKTON, EXAMINING ATTORNEY

Int. Cl.: 25

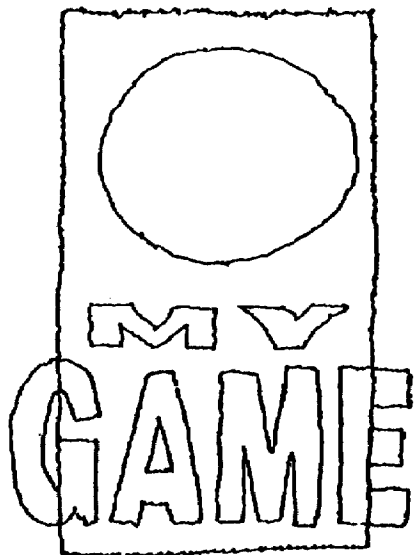
Prior U.S. Cls.: 22 and 39

Reg. No. 2,319,201

United States Patent and Trademark Office

Registered Feb. 15, 2000

**TRADEMARK
PRINCIPAL REGISTER**



JASKULSKI, CARROLL J., JR. (UNITED STATES CITIZEN)
11461 LAKEVIEW DR.
CORAL SPRINGS, FL 33071 AND

JASKULSKI, CHRISTOPHER P. (UNITED STATES CITIZEN)
11461 LAKEVIEW DR.
CORAL SPRINGS, FL 33071

DBA ONE-EIGHT SPORTS LTD.

FOR: T-SHIRTS, SWEAT SHIRTS, SWEAT PANTS, POLO SHIRTS, CAPS, VISORS, SHORTS, JACKETS, IN CLASS 25 (U.S. CLS. 22 AND 39).

FIRST USE 11-28-1998; IN COMMERCE 11-28-1998.

SER. NO. 75-638,639, FILED 2-11-1999.

MIDGE BUTLER, EXAMINING ATTORNEY

Int. Cl.: 42

Prior U.S. Cls.: 100 and 101

United States Patent and Trademark Office

Reg. No. 2,847,636

Registered June 1, 2004

**SERVICE MARK
PRINCIPAL REGISTER**

MYMEDICALFILES

MMF SYSTEMS, INC. (NEW YORK CORPORATION)
445 PARK AVENUE
NEW YORK, NY 10022

FIRST USE 3-0-2000; IN COMMERCE 3-0-2000.

SN 75-751,843, FILED 7-15-1999.

FOR: PROVIDING AN ONLINE COMPUTER DATABASE FEATURING PERSONAL MEDICAL HISTORIES, RECORDS AND FILES, IN CLASS 42 (U.S. CLS. 100 AND 101).

CHARLES JOYNER, EXAMINING ATTORNEY

Int. Cl.: 36

Prior U.S. Cls.: 100, 101 and 102

United States Patent and Trademark Office

Reg. No. 2,894,032

Registered Oct. 19, 2004

**SERVICE MARK
PRINCIPAL REGISTER**

MYBILLS.COM

CHECKFREE SERVICES CORPORATION (DELA-
WARE CORPORATION)
4411 EAST JONES BRIDGE ROAD
NORCROSS, GA 30092

FOR: FINANCIAL SERVICES PERFORMED BY
ELECTRONIC MEANS AND ACCESSED THROUGH
A GLOBAL COMMUNICATIONS NETWORK,
NAMELY, ELECTRONIC FUNDS TRANSFER SER-
VICES; ELECTRONIC BILL PAYMENT; ELECTRO-
NIC PROCESSING AND TRANSMISSION OF

BILLING AND PAYMENT DATA, IN CLASS 36
(U.S. CLS. 100, 101 AND 102).

FIRST USE 5-0-1997; IN COMMERCE 5-0-1997.

SER. NO. 75-762,987, FILED 7-28-1999.

KATHLEEN M. VANSTON, EXAMINING ATTOR-
NEY

Int. Cl.: 35

Prior U.S. Cls.: 100, 101, and 102

United States Patent and Trademark Office

Reg. No. 2,659,946

Registered Dec. 10, 2002

**SERVICE MARK
PRINCIPAL REGISTER**

MYRECRUITER.COM

MYRECRUITER.NET INC. (DELAWARE CORPORATION)
41 EAST 11TH STREET 11TH FLOOR
NEW YORK, NY 10003

FIRST USE 1-1-1999; IN COMMERCE 12-10-1999.

FOR: GENERAL EMPLOYMENT RECRUITING
SERVICES AND ON-LINE EMPLOYMENT RE-
CRUITING SERVICES, IN CLASS 35 (U.S. CLS. 100,
101 AND 102).

SN 75-772,438, FILED 8-10-1999.

G. T. GLYNN, EXAMINING ATTORNEY

Int. Cl.: 25

Prior U.S. Cls.: 22 and 39

United States Patent and Trademark Office

Reg. No. 2,489,987

Registered Sep. 18, 2001

**TRADEMARK
PRINCIPAL REGISTER**

MY BABY DOLL

JENSEN PROMOTIONAL ITEMS, INC. (VIRGINIA CORPORATION)
616 WEST 24TH STREET
NORFOLK, VA 23517

OWNER OF U.S. REG. NO. 2,282,137.

FOR: CLOTHING, NAMELY SHORTS AND SHIRTS, IN CLASS 25 (U.S. CLS. 22 AND 39).

SER. NO. 75-783,853, FILED 8-25-1999.

FIRST USE 6-0-1995; IN COMMERCE 6-0-1995.

MICHAEL BAIRD, EXAMINING ATTORNEY

Int. Cls.: 35, 38 and 42

Prior U.S. Cls.: 100, 101, 102 and 104

United States Patent and Trademark Office

Reg. No. 2,812,013

Registered Feb. 10, 2004

**SERVICE MARK
PRINCIPAL REGISTER**

MYCATALOG.COM

CATALOG.COM, INC. (OKLAHOMA CORPORATION)
14000 QUAIL SPRINGS PARKWAY
SUITE 3600
OKLAHOMA CITY, OK 73134

FOR: CONSULTATION IN THE FIELD OF ADVERTISING AND MARKETING GOODS AND SERVICES ONLINE; AND, DEMOGRAPHIC CONSULTATION, IN CLASS 35 (U.S. CLS. 100, 101 AND 102).

FIRST USE 8-2-1999; IN COMMERCE 8-2-1999.

FOR: PROVIDING MULTIPLE USER ACCESS TO A GLOBAL COMPUTER NETWORK, IN CLASS 38 (U.S. CLS. 100, 101 AND 104).

FIRST USE 8-2-1999; IN COMMERCE 8-2-1999.

FOR: COMPUTER SERVICES, NAMELY, CREATING, DESIGNING, IMPLEMENTING AND MAINTAINING WEBSITES FOR OTHERS; ONLINE REMINDER AND CALENDARING SERVICES FOR NOTIFYING SUBSCRIBERS OF SELECTED DATES BY ELECTRONIC MAIL AND PAGER; HOSTING THE WEBSITES OF OTHERS ON A COMPUTER

SERVER FOR A GLOBAL COMPUTER INFORMATION NETWORK, INCLUDING WEBSITES WHICH DISPLAY CATALOGS; REGISTRATION OF DOMAIN NAMES FOR IDENTIFICATION OF USERS ON A GLOBAL COMPUTER NETWORK; OPERATING A COMPUTER SEARCH ENGINE DESIGNED TO SEARCH THE CATALOGS OF SUBSCRIBER COMPANIES ON A COMPUTER SERVER ACCESSIBLE BY OTHERS ON A GLOBAL COMPUTER INFORMATION NETWORK; CONSULTATION AND TECHNICAL ASSISTANCE IN THE FIELD OF DESIGNING, CREATING, HOSTING, MAINTAINING, OPERATING, AND MANAGING ONLINE WEBSITES FOR OTHERS, AND PROVIDING SEARCH ENGINES FOR THE SEARCH AND RETRIEVAL OF INFORMATION, SITES AND OTHER RESOURCES FOR OTHERS ON A GLOBAL COMPUTER NETWORK, IN CLASS 42 (U.S. CLS. 100 AND 101).

FIRST USE 8-2-1999; IN COMMERCE 8-2-1999.

SER. NO. 75-804,659, FILED 9-20-1999.

BARBARA BROWN, EXAMINING ATTORNEY

Int. Cl.: 42

Prior U.S. Cls.: 100 and 101

United States Patent and Trademark Office

Reg. No. 2,442,209

Registered Apr. 10, 2001

**SERVICE MARK
PRINCIPAL REGISTER**

MY BASEBALL DAILY

PRO SPORTS XCHANGE, INC. (DELAWARE
CORPORATION)
1640 SOUTH SEPULVEDA, SUITE 500
LOS ANGELES, CA 90025

FOR: COMPUTER SERVICES, NAMELY PROVID-
ING ON-LINE NEWSLETTER IN THE FIELD OF
SPORTS, IN CLASS 42 (U.S. CLS. 100 AND 101).

FIRST USE 3-0-1998; IN COMMERCE 3-0-1998.

NO CLAIM IS MADE TO THE EXCLUSIVE
RIGHT TO USE "BASEBALL DAILY", APART
FROM THE MARK AS SHOWN.

SER. NO. 75-827,595, FILED 10-20-1999.

JULIA HARDY COFIELD, EXAMINING ATTOR-
NEY

Int. Cl.: 42

Prior U.S. Cls.: 100 and 101

United States Patent and Trademark Office

Reg. No. 2,442,210

Registered Apr. 10, 2001

**SERVICE MARK
PRINCIPAL REGISTER**

MY FOOTBALL DAILY

PRO SPORTS XCHANGE, INC. (DELAWARE
CORPORATION)
1640 SOUTH SEPULVEDA, SUITE 500
LOS ANGELES, CA 90025

NO CLAIM IS MADE TO THE EXCLUSIVE
RIGHT TO USE "FOOTBALL DAILY", APART
FROM THE MARK AS SHOWN.

FOR: COMPUTER SERVICES, NAMELY, PRO-
VIDING ON-LINE NEWSLETTER IN THE FIELD OF
SPORTS, IN CLASS 42 (U.S. CLS. 100 AND 101).

SER. NO. 75-827,597, FILED 10-20-1999.

FIRST USE 9-0-1998; IN COMMERCE 9-0-1998.

JULIA HARDY COFIELD, EXAMINING ATTOR-
NEY

Int. Cls.: 41 and 42

Prior U.S. Cls.: 100, 101, and 107

United States Patent and Trademark Office

Reg. No. 2,491,376

Registered Sep. 18, 2001

**SERVICE MARK
PRINCIPAL REGISTER**

MYSCHOOLONLINE.COM

FAMILY EDUCATION NETWORK, INC., THE
(DELAWARE CORPORATION)
20 PARK PLAZA, SUITE 1215
BOSTON, MA 02116 BY CHANGE OF NAME FA-
MILY EDUCATION COMPANY, THE (DELA-
WARE CORPORATION) BOSTON, MA 02116

FOR: EDUCATIONAL SERVICES, NAMELY,
PROVIDING ON-LINE INTERACTIVE EDUCA-
TIONAL INFORMATION IN THE FIELDS OF
CHILD DEVELOPMENT AND EDUCATION, IN
CLASS 41 (U.S. CLS. 100, 101 AND 107).

FIRST USE 5-14-2001; IN COMMERCE 5-14-2001.

FOR: HOSTING THE WEB SITES OF OTHERS ON
A GLOBAL COMPUTER NETWORK, IN CLASS 42
(U.S. CLS. 100 AND 101).

FIRST USE 5-14-2001; IN COMMERCE 5-14-2001.

SN 75-829,404, FILED 10-21-1999.

MICHAEL KAZAZIAN, EXAMINING ATTORNEY

Int. Cl.: 42

Prior U.S. Cls.: 100 and 101

United States Patent and Trademark Office

Reg. No. 2,678,586

Registered Jan. 21, 2003

**SERVICE MARK
PRINCIPAL REGISTER**

MYSIGNSHOP

ACCESSVIA, INC. (WASHINGTON CORPORATION)
3131 WESTERN AVENUE
SUITE 530
SEATTLE, WA 98121 BY CHANGE OF NAME ACCESS, A COMMUNICATIONS COMPANY (WASHINGTON CORPORATION) SEATTLE, WA 98121

FOR: APPLICATION SERVICES PROVIDER FEATURING SOFTWARE THAT ALLOWS THIRD PARTIES TO CREATE AND PUBLISH SIGNS, LABELS AND PROMOTIONAL AND INFORMATIONAL CONTENT; PROVIDING CONTENT, NAMELY, PICTURES, ICONS, CLIP ART, AND TEXT FOR USE IN DESKTOP PUBLISHING, SIGNAGE, LABELS, PRO-

MOTIONAL AND INFORMATIONAL MATERIALS AND RETAIL OPERATIONS VIA THE GLOBAL COMPUTER NETWORK; PROVIDING INFORMATIONAL MATERIALS REGARDING DESKTOP PUBLISHING, SIGNAGE, AND LABELS VIA THE GLOBAL COMPUTER NETWORK; WEBSITE DEVELOPMENT AND HOSTING SERVICES FOR OTHERS, IN CLASS 42 (U.S. CLS. 100 AND 101).

FIRST USE 8-7-2001; IN COMMERCE 8-7-2001.

SN 75-892,217, FILED 1-7-2000.

KEVON CHISOLM, EXAMINING ATTORNEY

Int. Cl.: 35

Prior U.S. Cls.: 100, 101, and 102

United States Patent and Trademark Office

Reg. No. 2,820,123

Registered Mar. 2, 2004

**SERVICE MARK
PRINCIPAL REGISTER**

MYSIGNSHOP

ACCESSVIA, INC. (WASHINGTON CORPORATION)
3131 WESTERN AVE STE 530
SEATTLE, WA 98121 BY CHANGE OF NAME ACCESS, A COMMUNICATIONS COMPANY (WASHINGTON CORPORATION) SEATTLE, WA 98121

FOR: ONLINE RETAIL STORE FEATURING
SIGN PRODUCTS, SIGN STOCK, SIGN MATERI-

ALS, PRINTERS AND PRINTING SUPPLIES, AND
PRODUCTS FOR USE IN RETAIL OPERATIONS, IN
CLASS 35 (U.S. CLS. 100, 101 AND 102).

FIRST USE 1-24-2003; IN COMMERCE 1-24-2003.

SN 75-892,218, FILED 1-7-2000.

KEVON CHISOLM, EXAMINING ATTORNEY

Int. Cl.: 42

Prior U.S. Cls.: 100 and 101

United States Patent and Trademark Office

Reg. No. 2,484,663

Registered Sep. 4, 2001

**SERVICE MARK
PRINCIPAL REGISTER**

MYPLANT.COM

HONEYWELL INTERNATIONAL INC. (DELA-
WARE CORPORATION)
101 COLUMBIA ROAD
MORRISTOWN, NJ 079622245

CERTIFICATION, ENVIRONMENTAL PLANT
MONITORING AND PLANT ENGINEERING PRO-
JECT MANAGEMENT, IN CLASS 42 (U.S. CLS. 100
AND 101).

FOR: PROVIDING A WEB SITE FEATURING
INFORMATION IN THE FIELD OF PLANT AUTO-
MATION, CONSULTATION PROVIDERS, PLANT
AUTOMATION CONTROLS AND PLANT AUTO-
MATION ENGINEERING AND DESIGN; CONSUL-
TATION SERVICES IN THE FIELD OF
INDUSTRIAL PLANT AUTOMATION, OPERATOR

FIRST USE 9-20-1999; IN COMMERCE 9-20-1999.

SER. NO. 75-910,880, FILED 2-5-2000.

REBECCA SMITH, EXAMINING ATTORNEY

Int. Cl.: 28

Prior U.S. Cls.: 22, 23, 38, and 50

United States Patent and Trademark Office

Reg. No. 2,929,084

Registered Mar. 1, 2005

**TRADEMARK
PRINCIPAL REGISTER**



ZHOU, TAO (CHINA INDIVIDUAL)
ZHEDA QIUSHICUN 19-302
HANGZHOU, ZHEJIANG, CHINA 310013

TABLE, WARDROBE, AND VANITY, IN CLASS 28
(U.S. CLS. 22, 23, 38 AND 50).

FIRST USE 8-31-1996; IN COMMERCE 8-31-1996.

FOR: SOFT TOYS, DOLLS, DOLL CLOTHING
AND DOLL ACCESSORIES, TOY FURNITURE,
NAMELY, BED, CHAIR, CHEST, CHIFFORBE,

SN 75-960,047, FILED 3-14-2000.

MICHAEL KAZAZIAN, EXAMINING ATTORNEY

Int. Cls.: 36 and 42

Prior U.S. Cls.: 100, 101 and 102

United States Patent and Trademark Office

Reg. No. 2,557,907

Registered Apr. 9, 2002

**SERVICE MARK
PRINCIPAL REGISTER**

MYCART

MYCART, INC. (KANSAS CORPORATION)
8718 LAMAR AVENUE
OVERLAND PARK, KS 66207

FOR: ELECTRONIC PROCESSING AND TRANSMISSION OF PAYMENT DATA VIA A GLOBAL COMPUTER NETWORK, IN CLASS 36 (U.S. CLS. 100, 101 AND 102).

FIRST USE 7-15-1999; IN COMMERCE 12-8-1999.

FOR: COMPUTER CONSULTATION FOR ELECTRONIC PROCESSING AND TRANSMITTING OF

PAYMENT DATA; COMPUTER CONSULTATION FOR IMPLEMENTING ELECTRONIC PROCESSING AND TRANSMITTING OF PAYMENT DATA; AND COMPUTER CONSULTATION FOR DEVELOPMENT AND IMPLEMENTATION OF WEB SITES, IN CLASS 42 (U.S. CLS. 100 AND 101).

FIRST USE 7-15-1999; IN COMMERCE 12-8-1999.

SER. NO. 76-010,150, FILED 3-27-2000.

ROBERT LORENZO, EXAMINING ATTORNEY

Int. Cl.: 42

Prior U.S. Cls.: 100 and 101

United States Patent and Trademark Office

Reg. No. 2,546,051

Registered Mar. 12, 2002

**SERVICE MARK
PRINCIPAL REGISTER**

MYCART

MYCART, INC. (KANSAS CORPORATION)
8718 LAMAR AVENUE
OVERLAND PARK, KS 66207

OF ON-LINE NON-DOWNLOADABLE SOFTWARE
FOR DEVELOPING AND/OR IMPLEMENTING
WEB SITES, IN CLASS 42 (U.S. CLS. 100 AND 101).

FOR: PROVIDING TEMPORARY USE OF ON-
LINE NON-DOWNLOADABLE SOFTWARE FOR
PERFORMING, PROCESSING AND/OR MANA-
GING ELECTRONIC BUSINESS TRANSACTIONS
AND/OR PAYMENTS VIA A GLOBAL COMPUTER
NETWORK AND PROVIDING TEMPORARY USE

FIRST USE 7-15-1999; IN COMMERCE 12-8-1999.

SER. NO. 76-010,156, FILED 3-27-2000.

ROBERT LORENZO, EXAMINING ATTORNEY

Int. Cl.: 42

Prior U.S. Cls.: 100 and 101

United States Patent and Trademark Office

Reg. No. 2,435,287

Registered Mar. 13, 2001

**SERVICE MARK
PRINCIPAL REGISTER**

MYCATTLE.COM

**SCHERING-PLOUGH VETERINARY CORPORATION
(NEVADA CORPORATION)**

**12125 MOYA BOULEVARD
RENO, NV 895062600**

**FOR: PROVIDING ONLINE NEWS AND INFORMATION
PERTAINING TO THE CATTLE INDUS-**

**TRY VIA A GLOBAL COMPUTER NETWORK, IN
CLASS 42 (U.S. CLS. 100 AND 101).**

FIRST USE 1-24-2000; IN COMMERCE 1-24-2000.

SER. NO. 76-013,704, FILED 3-30-2000.

RENE M. LAFORTE, EXAMINING ATTORNEY

Int. Cls.: 38 and 42

Prior U.S. Cls.: 100, 101 and 104

United States Patent and Trademark Office

Reg. No. 2,611,501

Registered Aug. 27, 2002

**SERVICE MARK
PRINCIPAL REGISTER**

MYINTERNET.COM

NAMEZERO.COM, INC. (DELAWARE CORPORATION)
464 MONTEREY AVENUE
LOS GATOS, CA 95030 , BY ASSIGNMENT GLOBAL
INTERNET NAMES INC. (BAHAMAS CORPORATION)
NASSAU, BAHAMAS

FOR: E-MAIL FORWARDING SERVICES AND
WEBSITE FORWARDING SERVICES , IN CLASS 38
(U.S. CLS. 100, 101 AND 104).

FIRST USE 6-0-1998; IN COMMERCE 6-0-1998.

FOR: DOMAIN NAME REGISTRATION SERVICES, IN CLASS 42 (U.S. CLS. 100 AND 101).

FIRST USE 6-0-1998; IN COMMERCE 6-0-1998.

SER. NO. 76-056,655, FILED 5-25-2000.

RICHARD A. STRASER, EXAMINING ATTORNEY

Int. Cl.: 35

Prior U.S. Cls.: 100, 101 and 102

United States Patent and Trademark Office

Reg. No. 2,498,064

Registered Oct. 16, 2001

**SERVICE MARK
PRINCIPAL REGISTER**

MYHEADSETS.COM

MAIN RESOURCE, INC. (MAINE CORPORATION)
74 EVERGREEN DRIVE
PORTLAND, ME 041031066

FIRST USE 5-8-2000; IN COMMERCE 5-8-2000.

SER. NO. 76-088,206, FILED 7-17-2000.

FOR: COMPUTERIZED ON-LINE RETAIL AND
WHOLESALE STORES FEATURING TELEPHONE
HEADSETS AND AMPLIFIERS, IN CLASS 35 (U.S.
CLS. 100, 101 AND 102).

GINEEN BRESSO, EXAMINING ATTORNEY

Int. Cl.: 35

Prior U.S. Cls.: 100, 101, and 102

United States Patent and Trademark Office

Reg. No. 2,743,129

Registered July 29, 2003

**SERVICE MARK
PRINCIPAL REGISTER**

MYFREECALENDAR.COM

BENTON, JOHN (UNITED STATES INDIVIDUAL)
1013B EAST WALNUT
COLUMBIA, MO 65201

FIRST USE 4-16-2003; IN COMMERCE 4-16-2003.

SN 76-161,703, FILED 11-9-2000.

FOR: REMINDER SERVICES, NAMELY, KEEPING TRACK OF DATES AND EVENTS FOR OTHERS VIA A GLOBAL COMPUTER NETWORK, IN CLASS 35 (U.S. CLS. 100, 101 AND 102).

MARGERY A. TIERNEY, EXAMINING ATTORNEY

Int. Cl.: 42

Prior U.S. Cls.: 100 and 101

United States Patent and Trademark Office

Reg. No. 2,612,288

Registered Aug. 27, 2002

**SERVICE MARK
PRINCIPAL REGISTER**

MY WEB HOST

LAPINSKY, GERALD R. (UNITED STATES IN-
DIVIDUAL)
PO BOX 7644
PHOENIX, AZ 85011

FOR: HOSTING A WEB SITE FOR OTHERS ON A
COMPUTER SERVER FOR A GLOBAL COMPUTER
NETWORK; COMPUTER SERVICES, NAMELY,
CREATING AND MAINTAINING WEB SITES OF
OTHERS, IN CLASS 42 (U.S. CLS. 100 AND 101).

FIRST USE 7-1-1998; IN COMMERCE 7-1-1998.

NO CLAIM IS MADE TO THE EXCLUSIVE
RIGHT TO USE "WEB HOST", APART FROM THE
MARK AS SHOWN.

SER. NO. 76-259,484, FILED 5-21-2001.

WON TEAK OH, EXAMINING ATTORNEY

Int. Cls.: 35 and 36

Prior U.S. Cls.: 100, 101, and 102

United States Patent and Trademark Office

Reg. No. 2,977,593

Registered July 26, 2005

**SERVICE MARK
PRINCIPAL REGISTER**

MYAUTOLOAN.COM

HORIZON DIGITAL FINANCE, LLC (TEXAS
LTD LIAB CO), DBA MYAUTOLOAN,
5005 W. ROYAL LANE
SUITE 209
IRVING, TX 75063

FOR: PROVIDING A MOTOR VEHICLE SHOP-
PERS' GUIDE VIA THE INTERNET, IN CLASS 35
(U.S. CLS. 100, 101 AND 102).

FIRST USE 12-1-2003; IN COMMERCE 12-1-2003.

FOR: PROVIDING MOTOR VEHICLE FINAN-
CING INFORMATION VIA THE INTERNET, IN
CLASS 36 (U.S. CLS. 100, 101 AND 102).

FIRST USE 12-1-2003; IN COMMERCE 12-1-2003.

SN 76-538,220, FILED 8-18-2003.

SHAUNIA WALLACE, EXAMINING ATTORNEY

Int. Cls.: 40 and 42

Prior U.S. Cls.: 100, 101, 103 and 106

United States Patent and Trademark Office

Reg. No. 3,250,218

Registered June 12, 2007

**SERVICE MARK
PRINCIPAL REGISTER**

MY POSTCARD MAKER

DOODLELAB, INC. (CALIFORNIA CORPORATION)

405 HEALDSBURG AVENUE
HEALDSBURG, CA 95448

FOR: PHOTOGRAPHIC COMPUTER IMAGING;
DESIGN PRINTING FOR OTHERS, IN CLASS 40
(U.S. CLS. 100, 103 AND 106).

FIRST USE 3-25-2002; IN COMMERCE 3-25-2002.

FOR: PROVIDING TEMPORARY USE OF ON-
LINE NON-DOWNLOADABLE WEB BROWSER-
BASED COMPUTER SOFTWARE FOR UPLOADING
AND DIGITAL ENHANCEMENT OF PHOTO-
GRAPHIC IMAGES AND FOR DESIGNING AND

PRINTING ORIGINAL WORKS OF ART, IN CLASS
42 (U.S. CLS. 100 AND 101).

FIRST USE 3-25-2002; IN COMMERCE 3-25-2002.

THE MARK CONSISTS OF STANDARD CHAR-
ACTERS WITHOUT CLAIM TO ANY PARTICULAR
FONT, STYLE, SIZE, OR COLOR.

NO CLAIM IS MADE TO THE EXCLUSIVE
RIGHT TO USE "POSTCARD MAKER", APART
FROM THE MARK AS SHOWN.

SER. NO. 76-656,947, FILED 3-20-2006.

DAWN HAN, EXAMINING ATTORNEY

Int. Cl.: 35

Prior U.S. Cls.: 100, 101 and 102

United States Patent and Trademark Office

Reg. No. 3,281,852

Registered Aug. 21, 2007

**SERVICE MARK
PRINCIPAL REGISTER**

My Shop Page

MALIS, MILOS (UNITED STATES INDIVIDUAL)
4536 182ND STREET
REDONDO BEACH, CA 90278

FIRST USE 9-20-2006; IN COMMERCE 9-20-2006.

FOR: PROVIDING INFORMATION ABOUT AND
MAKING REFERRALS IN THE FIELD OF CONSUM-
ER PRODUCTS AND SERVICES FOR RETAIL
SERVICES CONCERNING PRODUCTS, SERVICES,
EVENTS, ACTIVITIES, ATTRACTIONS AND FACIL-
ITIES IN PARTICULAR GEOGRAPHIC LOCA-
TIONS, IN CLASS 35 (U.S. CLS. 100, 101 AND 102).

THE MARK CONSISTS OF STANDARD CHAR-
ACTERS WITHOUT CLAIM TO ANY PARTICULAR
FONT, STYLE, SIZE, OR COLOR.

SER. NO. 77-034,947, FILED 11-2-2006.

GISELLE AGOSTO, EXAMINING ATTORNEY

Int. Cl.: 36

Prior U.S. Cls.: 100, 101 and 102

United States Patent and Trademark Office

Reg. No. 3,351,558

Registered Dec. 11, 2007

**SERVICE MARK
PRINCIPAL REGISTER**

Mypaydayloan.com

ZARVAD III LTDA. (COSTA RICA CORPORATION)
CENTRO COLON, 8 AVO PISO, OFICINA 8-4
SAN JOSE, COSTA RICA

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

FOR: CHECK CASHING, CHECK ADVANCES, PAYDAY LOANS, IN CLASS 36 (U.S. CLS. 100, 101 AND 102).

SER. NO. 77-140,571, FILED 3-26-2007.

FIRST USE 10-1-2001; IN COMMERCE 10-1-2001.

JEFF DEFORD, EXAMINING ATTORNEY

Int. Cl.: 36

Prior U.S. Cls.: 100, 101 and 102

United States Patent and Trademark Office

Reg. No. 2,769,152

Registered Sep. 30, 2003

**SERVICE MARK
PRINCIPAL REGISTER**

MYCREDITUNION.COM

NORTHWEST FARMERS INSURANCE GROUP
FEDERAL CREDIT UNION (OREGON COR-
PORATION)
13333 SW 68TH PARKWAY
TIGARD, OR 97223

FIRST USE 5-22-1998; IN COMMERCE 5-22-1998.

SEC. 2(F).

FOR: FINANCIAL SERVICES, NAMELY SAV-
INGS AND LOAN SERVICES; SAVINGS AND LOAN
ASSOCIATIONS; SAVINGS BANK SERVICES; AND
LOAN FINANCING , IN CLASS 36 (U.S. CLS. 100, 101
AND 102).

SER. NO. 78-037,513, FILED S.R. 12-1-2000 AM. P.R.
12-1-2000.

KIMBERLY PERRY, EXAMINING ATTORNEY

Int. Cl.: 9

Prior U.S. Cls.: 21, 23, 26, 36, and 38

United States Patent and Trademark Office

Reg. No. 3,006,341

Registered Oct. 11, 2005

**TRADEMARK
PRINCIPAL REGISTER**

MYCHURCH SOFTWARE

ERWIN, MARK (UNITED STATES INDIVIDUAL)
508 WEATHERSTONE DRIVE
WADSWORTH, OH 44281

NO CLAIM IS MADE TO THE EXCLUSIVE
RIGHT TO USE "SOFTWARE", APART FROM THE
MARK AS SHOWN.

FOR: COMPUTER SOFTWARE NAMELY SOFTWARE FOR DATABASING MEMBERS OF AN ORGANIZATION, IN CLASS 9 (U.S. CLS. 21, 23, 26, 36 AND 38).

SN 78-140,379, FILED 7-1-2002.

FIRST USE 6-30-2002; IN COMMERCE 6-30-2002.

MARY CRAWFORD, EXAMINING ATTORNEY

Int. Cl.: 28

Prior U.S. Cls.: 22, 23, 38, and 50

United States Patent and Trademark Office

Reg. No. 2,815,830

Registered Feb. 17, 2004

**TRADEMARK
PRINCIPAL REGISTER**

MY BALLS

REICHOLD, GREGORY A. (UNITED STATES
INDIVIDUAL)
8125 MARIO DRIVE
COMMERCE TOWNSHIP, MI 48382

NO CLAIM IS MADE TO THE EXCLUSIVE
RIGHT TO USE "BALLS" , APART FROM THE
MARK AS SHOWN.

FOR: GOLF BALLS, IN CLASS 28 (U.S. CLS. 22, 23,
38 AND 50).

SN 78-171,363, FILED 10-5-2002.

FIRST USE 6-1-2003; IN COMMERCE 6-1-2003.

HOWARD SMIGA, EXAMINING ATTORNEY

Int. Cl.: 39

Prior U.S. Cls.: 100 and 105

United States Patent and Trademark Office

Reg. No. 2,849,621

Registered June 1, 2004

**SERVICE MARK
PRINCIPAL REGISTER**



EMPRESA, INC. (NEVADA CORPORATION)
8814 LIBERTYVALE DR.
LAS VEGAS, NV 89123

NO CLAIM IS MADE TO THE EXCLUSIVE
RIGHT TO USE "LAS VEGAS", APART FROM THE
MARK AS SHOWN.

FOR: TRAVEL INFORMATION SERVICES
ABOUT LAS VEGAS, IN CLASS 39 (U.S. CLS. 100
AND 105).

SN 78-194,684, FILED 12-16-2002.

FIRST USE 9-6-2002; IN COMMERCE 1-27-2004.

LESLIE RICHARDS, EXAMINING ATTORNEY

Int. Cls.: 9 and 42

Prior U.S. Cls.: 21, 23, 26, 36, 38, 100 and 101

United States Patent and Trademark Office

Reg. No. 3,039,976

Registered Jan. 10, 2006

**TRADEMARK
SERVICE MARK
PRINCIPAL REGISTER**

MY WEB SEARCH

FOCUS INTERACTIVE, INC. (DELAWARE CORPORATION)
SUITE 42
ONE BRIDGE STREET
IRVINGTON, NY 10533

FOR: DOWNLOADABLE INTERNET BROWSER
PLUG-INS AND CLIENT SERVER APPLICATIONS
IN THE NATURE OF MULTI-FUNCTION TOOL
BAR PLUG-INS, IN CLASS 9 (U.S. CLS. 21, 23, 26, 36
AND 38).

FIRST USE 8-13-2003; IN COMMERCE 8-13-2003.

FOR: PROVIDING CUSTOMIZED ON-LINE WEB
PAGES FEATURING USER-DEFINED INFORMA-

TION, WHICH INCLUDES SEARCH ENGINES AND
ON-LINE WEB LINKS TO OTHER WEB SITES, IN
CLASS 42 (U.S. CLS. 100 AND 101).

FIRST USE 8-13-2003; IN COMMERCE 8-13-2003.

NO CLAIM IS MADE TO THE EXCLUSIVE
RIGHT TO USE "WEB SEARCH", APART FROM
THE MARK AS SHOWN.

SER. NO. 78-306,809, FILED 9-29-2003.

JOHN HWANG, EXAMINING ATTORNEY

Int. Cls.: 9 and 42

Prior U.S. Cls.: 21, 23, 26, 36, 38, 100 and 101

United States Patent and Trademark Office

Reg. No. 3,039,977

Registered Jan. 10, 2006

**TRADEMARK
SERVICE MARK
PRINCIPAL REGISTER**

mywebsearch

FOCUS INTERACTIVE, INC. (DELAWARE CORPORATION)
SUITE 42
ONE BRIDGE STREET
IRVINGTON, NY 10533

FOR: DOWNLOADABLE INTERNET BROWSER
PLUG-INS AND CLIENT SERVER APPLICATIONS
IN THE NATURE OF MULTI-FUNCTION TOOL
BAR PLUG-INS, IN CLASS 9 (U.S. CLS. 21, 23, 26, 36
AND 38).

FIRST USE 8-13-2003; IN COMMERCE 8-13-2003.

FOR: PROVIDING CUSTOMIZED ON-LINE WEB
PAGES FEATURING USER-DEFINED INFORMATION,
WHICH INCLUDES SEARCH ENGINES AND
ON-LINE WEB LINKS TO OTHER WEB SITES, IN
CLASS 42 (U.S. CLS. 100 AND 101).

FIRST USE 8-13-2003; IN COMMERCE 8-13-2003.

SER. NO. 78-306,819, FILED 9-29-2003.

JOHN HWANG, EXAMINING ATTORNEY

Int. Cl.: 36

Prior U.S. Cls.: 100, 101 and 102

United States Patent and Trademark Office

Reg. No. 2,983,124

Registered Aug. 9, 2005

**SERVICE MARK
PRINCIPAL REGISTER**

**MyNeighborhood
HomeValues**

SAMMAMISH REALTY, INC. (WASHINGTON
CORPORATION)

23042 NORTHEAST 8TH STREET

SAMMAMISH, WA 98074

FOR: REAL ESTATE BROKERAGE SERVICES
FOR RESIDENTIAL AND COMMERCIAL REAL
ESTATE, IN CLASS 36 (U.S. CLS. 100, 101 AND 102).

FIRST USE 2-4-2004; IN COMMERCE 2-6-2004.

THE MARK CONSISTS OF STANDARD CHAR-
ACTERS WITHOUT CLAIM TO ANY PARTICULAR
FONT, STYLE, SIZE, OR COLOR.

NO CLAIM IS MADE TO THE EXCLUSIVE
RIGHT TO USE "HOME VALUES", APART FROM
THE MARK AS SHOWN.

SER. NO. 78-392,251, FILED 3-29-2004.

TRACY CROSS, EXAMINING ATTORNEY

Int. Cl.: 36

Prior U.S. Cls.: 100, 101 and 102

United States Patent and Trademark Office

Reg. No. 2,983,125

Registered Aug. 9, 2005

**SERVICE MARK
PRINCIPAL REGISTER**

**MyNeighborhood
Home Values**

SAMMAMISH REALTY, INC. (WASHINGTON
CORPORATION)

23042 NORTHEAST 8TH STREET

SAMMAMISH, WA 98074

FOR: REAL ESTATE BROKERAGE SERVICES
FOR RESIDENTIAL AND COMMERCIAL REAL
ESTATE, IN CLASS 36 (U.S. CLS. 100, 101 AND 102).

FIRST USE 2-4-2004; IN COMMERCE 2-6-2004.

THE MARK CONSISTS OF STANDARD CHAR-
ACTERS WITHOUT CLAIM TO ANY PARTICULAR
FONT, STYLE, SIZE, OR COLOR.

NO CLAIM IS MADE TO THE EXCLUSIVE
RIGHT TO USE "HOME VALUES", APART FROM
THE MARK AS SHOWN.

SER. NO. 78-392,264, FILED 3-29-2004.

TRACY CROSS, EXAMINING ATTORNEY

Int. Cl.: 16

Prior U.S. Cls.: 2, 5, 22, 23, 29, 37, 38, and 50

United States Patent and Trademark Office

Reg. No. 3,014,106

Registered Nov. 8, 2005

**TRADEMARK
PRINCIPAL REGISTER**

MY HOUSE

THE MCGRAW-HILL COMPANIES, INC. (NEW
YORK CORPORATION)

1221 AVENUE OF THE AMERICAS

NEW YORK, NY 10020

FOR: MAGAZINES IN THE FIELD OF RESIDENTIAL DESIGN, CONSTRUCTION AND REMODELING, IN CLASS 16 (U.S. CLS. 2, 5, 22, 23, 29, 37, 38 AND 50).

FIRST USE 11-1-2004; IN COMMERCE 11-1-2004.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE HOUSE, APART FROM THE MARK AS SHOWN.

SN 78-395,406, FILED 4-2-2004.

AMY HELLA, EXAMINING ATTORNEY

Int. Cl.: 41

Prior U.S. Cls.: 100, 101, and 107

United States Patent and Trademark Office

Reg. No. 3,160,075

Registered Oct. 17, 2006

**SERVICE MARK
PRINCIPAL REGISTER**

MY CLASSIC CAR

MY CLASSIC CAR, LLC (DELAWARE CORPORATION)
SUITE M
8401 N. KENTUCKY AVENUE
EVANSVILLE, IN 46168

FOR: ENTERTAINMENT AND INFORMATIONAL SERVICES RENDERED THROUGH THE MEDIUM OF TELEVISION, NAMELY, AN ON-GOING PROGRAM FEATURING VINTAGE, CLASSIC AND SPECIAL INTEREST AUTOMOBILES; PRODUCTION OF TELEVISION PROGRAMS DIRECTED TO AUTOMOTIVE OWNERSHIP AND CARE; PROVIDING INFORMATION VIA A WEBSITE IN THE FORM OF ARTICLES, EDITORIALS, NEWS REPORTS, PHOTOS AND GAMES ALL DIRECTED TO AUTOMOTIVE OWNERSHIP AND CARE, IN CLASS 41 (U.S. CLS. 100, 101 AND 107).

FIRST USE 1-0-1999; IN COMMERCE 1-0-1999.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

OWNER OF U.S. REG. NO. 2,195,146.

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "CLASSIC CAR", APART FROM THE MARK AS SHOWN.

SN 78-447,861, FILED 7-8-2004.

RONALD MCMORROW, EXAMINING ATTORNEY

Int. Cl.: 41

Prior U.S. Cls.: 100, 101, and 107

United States Patent and Trademark Office

Reg. No. 3,160,157

Registered Oct. 17, 2006

SERVICE MARK
PRINCIPAL REGISTER



MY CLASSIC CAR, LLC (DELAWARE CORPORATION)
8401 N. KENTUCKY AVENUE SUITE M
EVANSVILLE, IN 47725

FOR: ENTERTAINMENT AND INFORMATIONAL SERVICES RENDERED THROUGH THE MEDIUM OF TELEVISION, NAMELY, AN ON-GOING PROGRAM FEATURING VINTAGE, CLASSIC AND SPECIAL INTEREST AUTOMOBILES; PRODUCTION OF TELEVISION PROGRAMS DIRECTED TO AUTOMOTIVE OWNERSHIP AND CARE; PROVIDING INFORMATION VIA A WEBSITE IN THE FORM OF ARTICLES, EDITORIALS, NEWS REPORTS, PHOTOS AND GAMES ALL DIRECTED TO AUTOMOTIVE OWNERSHIP AND CARE, IN CLASS 41 (U.S. CLS. 100, 101 AND 107).

FIRST USE 4-0-2001; IN COMMERCE 4-0-2001.

OWNER OF U.S. REG. NO. 2,195,146.

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "CLASSIC CAR", APART FROM THE MARK AS SHOWN.

THE COLOR(S) RED, YELLOW AND BLUE IS/ARE CLAIMED AS A FEATURE OF THE MARK.

THE COLOR BLUE APPEARS IN THE CIRCULAR DESIGN; THE COLOR YELLOW APPEARS IN THE TERM MY AND THE LICENSE PLATE DESIGN; THE COLOR RED APPEARS IN THE TERM CLASSIC CAR.

SN 78-478,844, FILED 9-3-2004.

RONALD MCMORROW, EXAMINING ATTORNEY

Int. Cl.: 9

Prior U.S. Cls.: 21, 23, 26, 36, and 38

United States Patent and Trademark Office

Reg. No. 3,276,507

Registered Aug. 7, 2007

**TRADEMARK
PRINCIPAL REGISTER**

MY GAMES

DIGITAL INTERACTIVE SYSTEMS CORPORATION (CALIFORNIA CORPORATION)
444 W. OCEAN BLVD., SUITE 800
LONG BEACH, CA 90802

FOR: VIDEO AND COMPUTER GAME PLAYER MACHINES FOR USE WITH TELEVISIONS AND COMPUTERS; COMPUTER AND VIDEO GAME CONTROLLERS; COMPUTER SOFTWARE FOR PLAYING VIDEO AND COMPUTER GAMES; OPERATING SYSTEM SOFTWARE PROGRAMS AND UTILITY PROGRAMS FOR USE WITH THE ABOVE REFERENCED MACHINES; USER MANUALS THEREFOR SOLD AS A UNIT THEREWITH, IN CLASS 9 (U.S. CLS. 21, 23, 26, 36 AND 38).

FIRST USE 10-31-2005; IN COMMERCE 10-31-2005.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "GAMES", APART FROM THE MARK AS SHOWN.

SN 78-546,986, FILED 1-13-2005.

STEVEN JACKSON, EXAMINING ATTORNEY

Int. Cl.: 37

Prior U.S. Cls.: 100, 103 and 106

United States Patent and Trademark Office

Reg. No. 3,147,871

Registered Sep. 26, 2006

SERVICE MARK
PRINCIPAL REGISTER



KEZHAYA, JERRY PETER (UNITED STATES
INDIVIDUAL)
3714 BUCKBOARD DRIVE
PLANO, TX 75074

NO CLAIM IS MADE TO THE EXCLUSIVE
RIGHT TO USE "CAR WASH AND THE OUTLINE
OF THE STATE OF TEXAS", APART FROM THE
MARK AS SHOWN.

FOR: VEHICLE WASHING SERVICES, IN CLASS
37 (U.S. CLS. 100, 103 AND 106).

SER. NO. 78-604,217, FILED 4-7-2005.

FIRST USE 12-3-2004; IN COMMERCE 12-3-2004.

MICHAEL SOUDERS, EXAMINING ATTORNEY

Int. Cl.: 9

Prior U.S. Cls.: 21, 23, 26, 36 and 38

United States Patent and Trademark Office

Reg. No. 3,226,788

Registered Apr. 10, 2007

**TRADEMARK
PRINCIPAL REGISTER**

My Web

MY WEB SOFTWARE, LLC (NEW YORK LTD
LIAB CO)
20 LYNACRES BLVD.
FAYETTEVILLE, NY 13066

FOR: BROWSERS, NAMELY, SOFTWARE FOR
BROWSING THE GLOBAL COMPUTER NETWORK
AND SECURE PRIVATE NETWORKS, AND SOFT-
WARE PROGRAMS TO CONNECT COMPUTERS
TO THE GLOBAL COMPUTER NETWORK AND TO
SECURE PRIVATE NETWORKS, IN CLASS 9 (U.S.
CLS. 21, 23, 26, 36 AND 38).

FIRST USE 7-1-2002; IN COMMERCE 7-1-2002.

THE MARK CONSISTS OF STANDARD CHAR-
ACTERS WITHOUT CLAIM TO ANY PARTICULAR
FONT, STYLE, SIZE, OR COLOR.

NO CLAIM IS MADE TO THE EXCLUSIVE
RIGHT TO USE "WEB", APART FROM THE MARK
AS SHOWN.

SER. NO. 78-670,426, FILED 7-14-2005.

WILLIAM P. SHANAHAN, EXAMINING ATTOR-
NEY

Int. Cl.: 35

Prior U.S. Cls.: 100, 101 and 102

United States Patent and Trademark Office

Reg. No. 3,112,021

Registered July 4, 2006

**SERVICE MARK
PRINCIPAL REGISTER**

mywedding.com

PACIFICA INTERNET TECHNOLOGIES, LLC
(WASHINGTON LIMITED PARTNERSHIP)
SUITE 220
250 MADRONA WAY
BAINBRIDGE ISLAND, WA 98110

FOR: PROVIDING INFORMATION ABOUT THE
GOODS AND SERVICES OF OTHERS VIA THE
GLOBAL COMPUTER NETWORK, IN CLASS 35
(U.S. CLS. 100, 101 AND 102).

FIRST USE 4-15-2005; IN COMMERCE 4-15-2005.

THE MARK CONSISTS OF STANDARD CHAR-
ACTERS WITHOUT CLAIM TO ANY PARTICULAR
FONT, STYLE, SIZE, OR COLOR.

SER. NO. 78-676,387, FILED 7-22-2005.

DOMINIC J. FERRAIUOLO, EXAMINING ATTOR-
NEY

Int. Cl.: 36

Prior U.S. Cls.: 100, 101 and 102

United States Patent and Trademark Office

Reg. No. 3,282,527

Registered Aug. 21, 2007

SERVICE MARK
PRINCIPAL REGISTER



BUSINESSPLANS, INCORPORATED (OHIO CORPORATION)
432 EAST PEARL STREET
MIAMISBURG, OH 45342

FOR: ADMINISTRATION OF EMPLOYEE BENEFIT PLANS, IN CLASS 36 (U.S. CLS. 100, 101 AND 102).

FIRST USE 7-1-2001; IN COMMERCE 7-1-2001.

THE COLOR(S) RED, BLACK, AND WHITE IS/ARE CLAIMED AS A FEATURE OF THE MARK.

THE MARK CONSISTS OF THE WORDS MY, .COM, THE LINE, AND THE DIAMOND ARE RED; THE WORDING CAFETERIAPLAN IS BLACK; AND THE SUNBURST IN THE DIAMOND IS WHITE.

SER. NO. 78-728,105, FILED 10-6-2005.

AISHA CLARKE, EXAMINING ATTORNEY

Int. Cl.: 9

Prior U.S. Cls.: 21, 23, 26, 36 and 38

Reg. No. 3,224,308

United States Patent and Trademark Office

Registered Apr. 3, 2007

**TRADEMARK
PRINCIPAL REGISTER**

MYSOFTWARE

AVANQUEST PUBLISHING USA, INC. (CALIFORNIA CORPORATION)
7031 KOLL CENTER PARKWAY STE. 150
PLEASANTON, CA 94566

FOR: COMPUTER SOFTWARE FOR USE IN THE FIELD OF BUSINESS AND PERSONAL PRODUCTIVITY; COMPUTER SOFTWARE FOR PREPARING FINANCIAL BUDGETS, MAINTAINING GENERAL ACCOUNTING LEDGERS, MANAGING ACCOUNTS RECEIVABLE, ACCOUNTS PAYABLE, EMPLOYEE TIMESHEETS, AND PAYROLL; COMPUTER SOFTWARE FOR GENERATING AND PRINTING CHECKS, INVOICES, ESTIMATES, AND PURCHASE ORDERS; COMPUTER SOFTWARE FOR MONITORING AND RECORDING PRODUCT INVENTORY, TRACKING CASH FLOW, SCHEDULING AND TRACKING PAYMENT OF BILLS, TRACKING CUSTOMER INVOICES AND DEBT COLLECTION LETTERS, CALCULATING INTEREST AND LATE PAYMENT FEES, CREATING AND PRINTING CUSTOM FINANCIAL REPORTS, CALCULATING TAXES, AND BALANCING BANK ACCOUNTS; COMPUTER SOFTWARE FOR DESIGNING AND PRINTING LABELS AND BARCODES; COMPUTER SOFTWARE FOR DESIGNING

AND PRINTING BUSINESS CARDS; COMPUTER DATABASE SOFTWARE FOR STORING, SHARING AND ORGANIZING INFORMATION; COMPUTER SOFTWARE FOR CREATING CUSTOMIZABLE INFORMATION DATABASES AND FOR GENERATING REPORTS; COMPUTER SOFTWARE FOR CREATING SEARCHABLE DATABASES OF INFORMATION AND DATA; COMPUTER SOFTWARE FOR DESIGN, LAYOUT AND PUBLISHING OF BROCHURES, NEWSPAPERS, NEWSLETTERS, POSTCARDS AND PRINTED MATERIALS; INSTRUCTION MANUALS SUPPLIED AS A UNIT WITH THE FOREGOING, IN CLASS 9 (U.S. CLS. 21, 23, 26, 36 AND 38).

FIRST USE 1-1-1989; IN COMMERCE 1-1-1989.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

SER. NO. 78-733,917, FILED 10-14-2005.

PAUL F. GAST, EXAMINING ATTORNEY

Int. Cls.: 36 and 41

Prior U.S. Cls.: 100, 101, 102 and 107

United States Patent and Trademark Office

Reg. No. 3,215,479

Registered Mar. 6, 2007

**SERVICE MARK
PRINCIPAL REGISTER**

MYSPO RTSBOOK.COM

INTERNET OPPORTUNITY ENTERTAINMENT
(SPORTS) LTD. (ANTIGUA & BARBUDA LTD
LIAB CO)

C/O CORPORATE & TRUST SERVICES

(CARIBBEAN), LIMITED, PO BOX 990FD, ICIC
BLDG, LOWER, FACTORY ROAD

ST JOHNS, ANTIGUA & BARBUDA

FOR: FINANCIAL SERVICES RENDERED IN
CONNECTION WITH BETTING, GAMBLING,
GAMING, AND CASINO GAMING SERVICES VIA
THE INTERNET, NAMELY, CASH ACCESS SERVIC-
ES IN THE NATURE OF ELECTRONIC CASH
TRANSACTIONS AND CASH DISBURSEMENT
SERVICES, NAMELY, CASH REPLACEMENT REN-
DERED BY CREDIT CARDS AND DEBIT CARDS,
CREDIT CARD SERVICES, CHECK CASHING AND
AUTOMATED CLEARING HOUSE SERVICES, IN
CLASS 36 (U.S. CLS. 100, 101 AND 102).

FIRST USE 8-31-2005; IN COMMERCE 8-31-2005.

FOR: ENTERTAINMENT SERVICES, NAMELY,
ORGANIZING, CONDUCTING AND PROVIDING
ONLINE AND WIRELESS GAMING SERVICES VIA
THE INTERNET; PROVIDING GAMING NEWS
AND INFORMATION VIA THE INTERNET; BET-
TING SERVICES; GAMBLING SERVICES; GAMING
SERVICES; CASINO GAMING SERVICES; PROVID-
ING ONLINE SERVICES TO OTHERS TO ENABLE
PARTICIPANTS TO WAGER ON SPORTING
EVENTS; INTERNET WAGERING SERVICES; AND
PROVIDING WEBSITES FOR WAGERING, IN
CLASS 41 (U.S. CLS. 100, 101 AND 107).

FIRST USE 8-31-2005; IN COMMERCE 8-31-2005.

THE MARK CONSISTS OF STANDARD CHAR-
ACTERS WITHOUT CLAIM TO ANY PARTICULAR
FONT, STYLE, SIZE, OR COLOR.

SER. NO. 78-863,700, FILED 4-18-2006.

BRIDGETT SMITH, EXAMINING ATTORNEY

Int. Cl.: 42

Prior U.S. Cls.: 100 and 101

United States Patent and Trademark Office

Reg. No. 3,339,894

Registered Nov. 20, 2007

**SERVICE MARK
PRINCIPAL REGISTER**

myBallot

THE INSTITUTE OF ELECTRICAL AND ELECTRONICS ENGINEERS, INC. (NEW YORK CORPORATION)

445 HOES LANE
PISCATAWAY, NJ 088551331

FOR: PROVIDING ONLINE NON-DOWNLOADABLE SOFTWARE FOR THE ADMINISTRATION AND MANAGEMENT OF POLLING, BALLOTING AND VOTING FUNCTIONS IN THE FIELD OF DEVELOPING GLOBAL INDUSTRY STANDARDS, IN CLASS 42 (U.S. CLS. 100 AND 101).

FIRST USE 3-7-2005; IN COMMERCE 3-7-2005.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

SER. NO. 78-943,120, FILED 8-2-2006.

SKYE YOUNG, EXAMINING ATTORNEY

Int. Cls.: 41 and 42

Prior U.S. Cls.: 100, 101 and 107

United States Patent and Trademark Office

Reg. No. 3,340,028

Registered Nov. 20, 2007

**SERVICE MARK
PRINCIPAL REGISTER**

MYHUMOR.COM

HOUSE MUSIC LINKS, INC. (FLORIDA CORPORATION)
836 PENNSYLVANIA, SUITE 4E
MIAMI BEACH, FL 33139

FOR: ENTERTAINMENT SERVICES, NAMELY, PROVIDING AN INTERNET WEBSITE FEATURING NEWS, AUDIO AND VIDEO, ARTICLES ABOUT HUMOR AND COMEDY, AND ENTERTAINMENT AND GENERAL INTEREST INFORMATION ABOUT HUMOR AND COMEDY, IN CLASS 41 (U.S. CLS. 100, 101 AND 107).

FIRST USE 1-3-2005; IN COMMERCE 7-7-2006.

FOR: DESIGNING AND IMPLEMENTING PERSONALIZED WEB PAGES IN THE FIELD OF COMEDY, IN CLASS 42 (U.S. CLS. 100 AND 101).

FIRST USE 1-3-2005; IN COMMERCE 7-7-2006.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

SER. NO. 78-966,735, FILED 9-4-2006.

CYNTHIA SLOAN, EXAMINING ATTORNEY

Int. Cl.: 36

Prior U.S. Cls.: 100, 101 and 102

United States Patent and Trademark Office

Reg. No. 3,268,312

Registered July 24, 2007

**SERVICE MARK
PRINCIPAL REGISTER**



MY TOWNHOME, LLC (NORTH CAROLINA
LTD LIAB CO)
SUITE 101B
1500 SOUTH BOULEVARD
CHARLOTTE, NC 28203

FOR: REAL ESTATE BROKERAGE, IN CLASS 36
(U.S. CLS. 100, 101 AND 102).

FIRST USE 1-1-2000; IN COMMERCE 1-1-2000.

NO CLAIM IS MADE TO THE EXCLUSIVE
RIGHT TO USE "TOWNHOME", APART FROM
THE MARK AS SHOWN.

THE MARK IS COMPRISED OF A DESIGN OF
THREE TOWNHOUSES AND THE WORDS MY
TOWNHOME.

SER. NO. 78-970,321, FILED 9-8-2006.

ANDREA HACK, EXAMINING ATTORNEY

Exhibit CC

USPTO Registration No. 3319834

Int. Cl.: 35

Prior U.S. Cls.: 100, 101, and 102

United States Patent and Trademark Office

Reg. No. 3,319,834

Registered Oct. 23, 2007

**SERVICE MARK
PRINCIPAL REGISTER**

MI TIENDA

HEB GROCERY COMPANY, L.P. (TEXAS LIMITED PARTNERSHIP)
646 SOUTH MAIN
SAN ANTONIO, TX 78204

FOR: RETAIL GROCERY STORE SERVICES, IN CLASS 35 (U.S. CLS. 100, 101 AND 102).

FIRST USE 9-0-2006; IN COMMERCE 9-0-2006.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "TIENDA", APART FROM THE MARK AS SHOWN.

THE ENGLISH TRANSLATION OF THE WORDS "MI TIENDA" IN THE MARK IS "MY STORE".

SN 78-592,481, FILED 3-22-2005.

HOWARD FRIEDMAN, EXAMINING ATTORNEY